

## **Kew Green Conservation Area 2**

### **Designation**

Conservation Area designated:  
*14.01.1969*

Conservation Area extended:  
*07.09.1982*  
*14.06.1988*

### **Location**

*OS Sheets: 1877, 1977*

Kew Green conservation area is situated on the A205 to the north-east of Kew Gardens, adjacent to the River Thames. It adjoins the Kew Gardens (15), Kew Road (55) and Royal Botanic Gardens (63) conservation areas to the South.

### **History and Development**

Kew flourished when Frederick, Prince of Wales established his country residence, the White House, there in 1728. This was followed by the development of the Royal Botanic Gardens. Kew Bridge was completed in 1758 and the advent of the railway in 1860 led to the development of the Priory estate as commuter housing.

### **Character**

The area was designated due to its character as an historic open space, the associated high quality of mostly C18th development and its superior riverside environment. The area was extended southwards down Kew Road to help protect the approach to the Green itself and to include mostly Victorian terraces with mature street trees that in themselves have strong character. Also included was the east side of the railway bridge. There was a further addition of an area of substantial terraced and semi-detached 2 storey Edwardian and Victorian properties which are largely unaltered. The area is made attractive by its abundance of mature street trees, and it forms a visually cohesive area with an easily identifiable sense of place it has a definite village character.

The Green constitutes a fine example of an historic Green, with the entrance to Kew Gardens to the west, and is surrounded by large 18<sup>th</sup> and 19<sup>th</sup> century houses, many of which are listed and which through the quality of their architecture add formal grace to the central area. High boundary walls containing mature gardens provide a sense of privacy and enclosure. St. Anne's Church (1710-14), in striking yellow brick, sits on the Green itself. To the east the pond forms a focal point and this area is less formal in character with mainly two and a half storey terraced housing. There is some modern development which has respected this scale. There is restrained use of materials, predominantly brick with group variations from brown through yellow to red depending on date.

The Riverside acts as foil to the Green and is peaceful semi-rural area. To the east end, the character is established by rows of small 18<sup>th</sup> and 19<sup>th</sup> century cottages with their associated allotments, approached by footpaths. The cottages are brick with shallow pitched slate roofs, and grouped together in intimate narrow streets. To the west the towpath becomes less domestic and more secluded as it passes the boundary of the Botanic Gardens.

Kew Road forms the southern approach to the Green and is marked by the high quality of its linear development; predominately 19<sup>th</sup> century houses and a small group of 18<sup>th</sup> century terraced cottages. The four storey Edwardian villas at the Mortlake Road junction are on a grand scale and

make a strong contribution to the setting of the Green. The use of stucco render to the houses in this area is an attractive departure from the dominant brick.

Priory Estate is characterised by late 19<sup>th</sup> and early 20<sup>th</sup> century semi-detached and terraced houses in predominantly red and yellow stocks with slate roofs and a distinctive mix of decorative details and construction materials, together with mature planted trees. Views into the area from the Green are primarily along Priory Road and Gloucester Road where there is a strong front boundary definition formed by hedges and fences.

### **Problems and Pressures**

- Development pressure which may harm the balance of the river and landscape-dominated setting, and the obstruction or spoiling of views, skylines and landmarks
- Loss of traditional architectural features and materials due to unsympathetic alterations
- Loss of front boundary treatments and front gardens for car parking
- Lack of coordination and poor quality of street furniture and flooring
- Domination of traffic and poor pedestrian safety leading to clutter of signage and street furniture
- Loss of original or quality shopfronts and unsympathetic alterations and advertisement

### **Opportunity for Enhancement**

- Improvement and protection of river and landscape setting
- Preservation, enhancement and reinstatement of architectural quality and unity
- Retain and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens
- Coordination of colour and design and improvement in quality of street furniture and flooring
- Improvement of highways conditions and pedestrian convenience, and rationalisation of existing signage and street furniture
- Retain and improve the quality of shopfronts and advertisement

Scale: N.T.S.

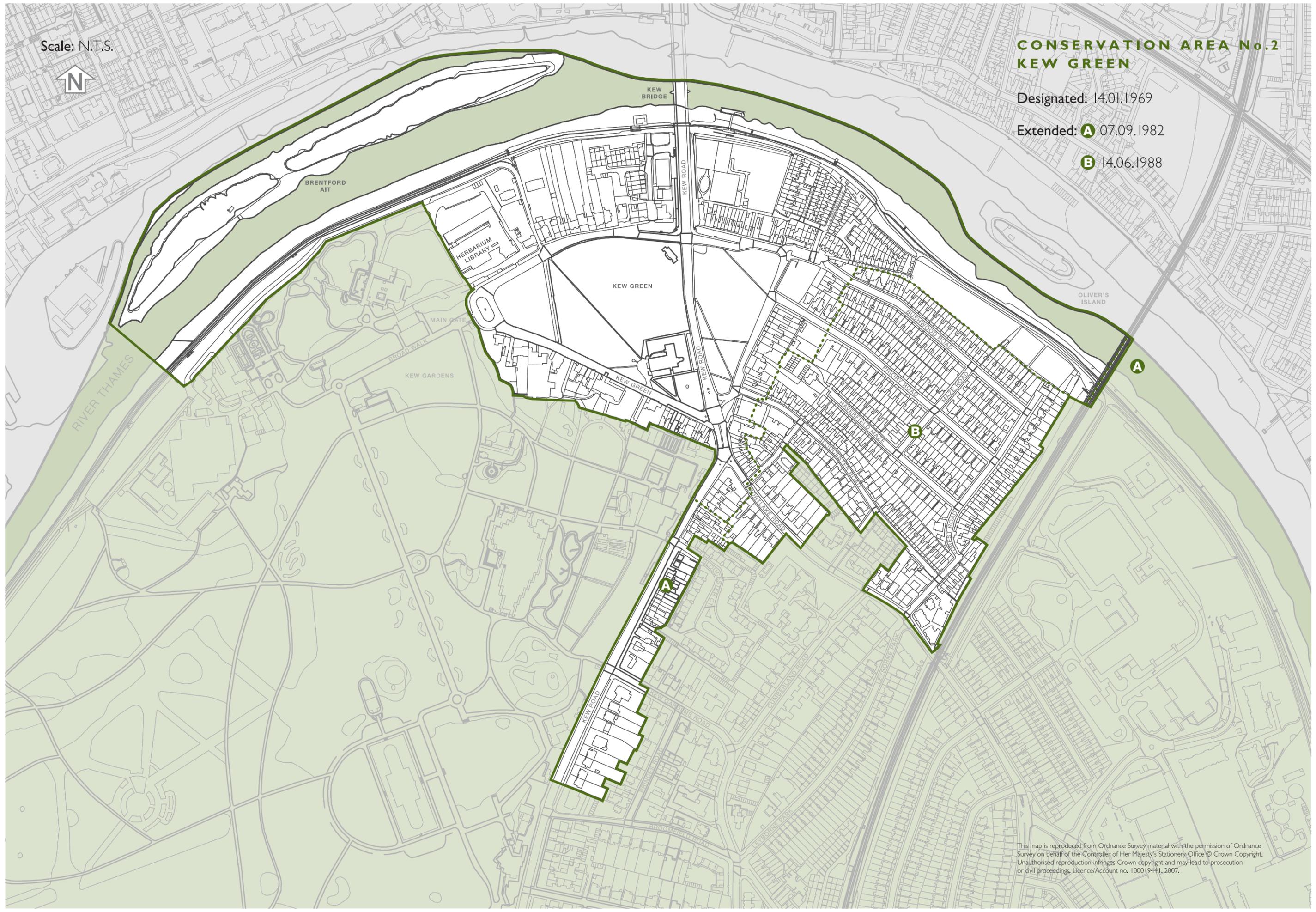


# CONSERVATION AREA No.2 KEW GREEN

Designated: 14.01.1969

Extended: **A** 07.09.1982

**B** 14.06.1988



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